GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5700
ANSWERED ON:02.05.2002
LAUNCHING OF AIR DTH DIGITAL SERVICES
GOWDAR MALLIKARJUNAPPA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the salient features of Direct-to-Home digital satellite broadcasting service being launched by AIR;

(b) whether there are only 25,000 digital receivers and the AIR authorities are hopefulthat with the indigenous production of low cost digital sets, the new technology will soon become popular;

(c) if so, the extent to which the new technology will improve the audio quality; and

(d) the time by which a final decision is likely to be taken to cover the larger area under the broadcasting net?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) : The Direct-to-Home (DTH) digital satellite Broadcast service launched by AllIndia Radio has several features like transmission in digital mode via the satellite directly to receivers/listeners, wider reach, high quality audio etc. Round the clock programme, originated from All India Radio, Delhi. is being broadcast on this platform.Regional programmes are also proposed to be provided from this platform.

(b) & (c) : As per information given by Prasar Bharati, around 25,000 digitalreceivers are available at present. It is expected that with the indigenous production of low cost digital receivers, the new technology will become popular. Depending upon the band-width used for each channel, the audio quality varies from AM/FM like to CD like.

(d) : The service is available to listeners in Indian sub-continent and South Asiathrough Asiastar satellite. At present, there is no proposal to further augment the coverage area.